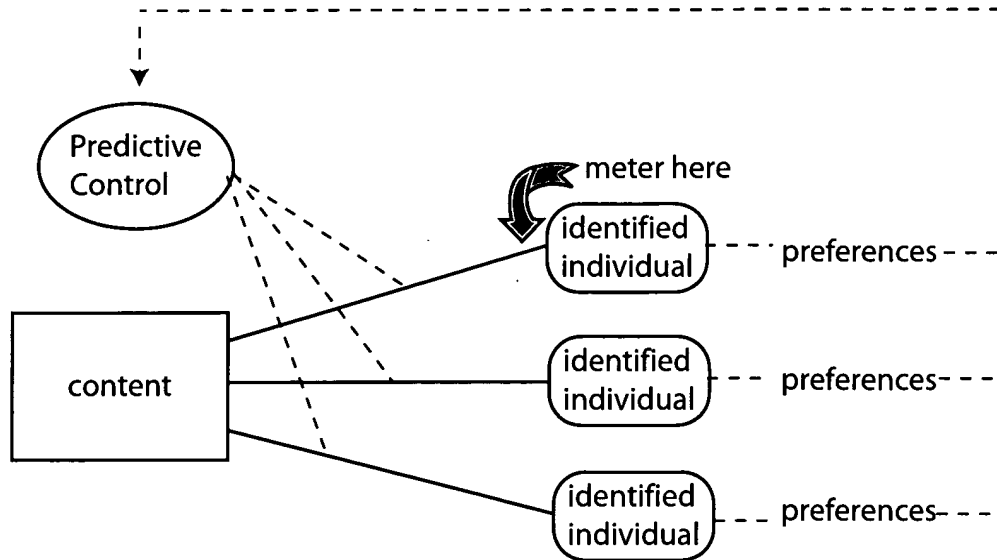


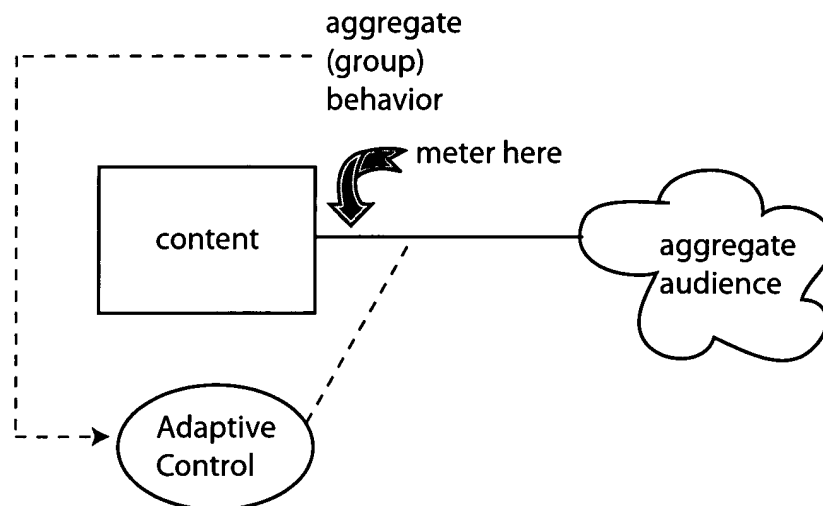
Fig. A Explanation of Prior Art Predictive Control



Prior Art:

- (a) meter (measure) individual user actions
- (b) represent as individual user preferences
- (c) supply customized content to each individual, based on user preferences

Fig. B Explanation of Applicants' Adaptive Control



Applicants' Teaching:

- (a) meter (measure) aggregate (group) behavior
- (b) represent as aggregate audience metric
- (c) supply content to entire audience - based on aggregate metric